

PROJECTION

LANTERN and CINEMA TOGRAPH



No. 9

February, 1907

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IT'S ENGLISH!

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10 MILES

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BIRT ACRES'

SENSITIVE

FILM STOCK

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CINEMATOGRAPH

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PROJECTION

LANTERN and CINEMATOGRAPH

Published by
JOHN WRENCH & SON.

50, Gray's Inn Road,
London, W.C. ❀ ❀



Telephone 5065 Holborn. ❀ ❀
Telegrams: "Optigraph London."

No. 9.

FEBRUARY, 1907.

Gratis, Exclusive
Trade Circulation

New Departures.

AS Spring is fast approaching, and with it the opening of the photographic season, we feel sure that many of our customers will be interested to hear that we have opened a special department for the repair of photographic apparatus of every description. This important branch of the retail dealer's business has not, up to the present, received the attention it might have done, with the result that having any apparatus repaired was more or less unsatisfactory. If the work was done correctly, the delays that many dealers have experienced were appalling. We have therefore decided to devote a section of our workshop especially to this purpose, and all repairs sent to us will not only receive prompt and careful attention, but the work itself will be done by thoroughly trained and efficient workmen, and at the most reasonable charges. Our premises are centrally situated for London dealers, and being on the telephone, a few words of explanation in connection with any repair, might save pages of writing. In conclusion, we can only say that no work of this description will be either too complex or too simple for us to undertake, and we feel convinced that the members of the trade will have no occasion to complain of the promptitude with which we shall execute any orders entrusted to our care.

DON'T WRITE US

should you have any query in connection with the Optical Lantern, before consulting the **INTRODUCTORY REMARKS** in our 1907 Illustrated Catalogue

We have endeavoured

therein to answer almost all the queries that might arise in connection with the subject. This will save your time and make a good impression on
—— your customer. ——

Have you misplaced or given away

the copy of the list already sent to you? If so, we shall be only too pleased to forward you another copy, gratis and post free, on receipt of application.

"AN EDITION DE LUXE, AND A COMPREHENSIVE GUIDE TO THE LANTERN AND CINEMATOGRAPH TRADE."

Vide Press Opinion.

**Dealers SELL our specialities
they don't KEEP them.**

JOHN WRENCH & SON

50, GRAY'S INN ROAD, LONDON, W.C.

Another departure which we have made is in having opened a department, specially devoted to wheel cutting. Hitherto, there has been difficulty, at all events in London, in getting special wheels cut in anything like reasonable time, and at the request of some of our friends we have decided to undertake trade work in this connection. Our workshops are equipped with the most modern and most accurate machinery for the purpose, and we are in a position to cut wheels of every description except helical wheels, and despatch, if necessary, the same day as the order is received. Our work in this department has so far given the greatest satisfaction, and we have never received any complaints in regard to price. We shall therefore be pleased to receive orders for mitre wheels, bevel wheels, spur wheels, pinions and sprockets, and can assure our customers of prompt and personal attention to their demands.

* * *

Taking Cinematograph Pictures.

If you are at all interested in Cinematography from the photographic standpoint, we feel convinced you will be interested in the Model "E" Camera which we placed on the market a few months ago. Every care has been taken in its construction in order to ensure a thoroughly practicable and satisfactory instrument, and we believe that a perusal of the following points will convince the reader that we have not fallen short of our aim.

The camera, which is box-form in shape, can be supplied either with leather covering or in polished mahogany, and in either form there are no projections, except of course the lens and view finder lens. By an ingenious device the mere fact of closing either of the three doors of the camera clamps the sides firmly together, thus ensuring the instrument being kept light-tight under all circumstances, and the arrangement also precludes the possibility of any warping of the case, even under the most trying conditions. This point alone has won golden opinions by cinematographers everywhere. The metal framework is made of aluminium, thus reducing the weight to a minimum, and the camera bush is fixed into the frame, so that the whole of the instrument is clamped to the tripod head when in use. The movement is on the pin-clutch principle and is so arranged that the pins enter the centre of the perforations of the film and pull it down in an absolutely vertical plane, at the end of the pull the pins leave the perforations at right angles, so that there is no undue tension. A little device, somewhat of the shape of a letter-box is fixed over the movement, thereby preventing any stray light from creeping down the edges of the film. The shutter is made of aluminium, and is fitted with a sliding segment for varying

exposures, and is so arranged that it is perfectly balanced at any aperture. The whole of the mechanism is made of aluminium and may be worked from three points; the upper one will be found useful when the camera is used on a table or other similar support, the lower one when fixed to the tripod, and the third for actuating the mechanism at the speed of one turn one picture. There is also an automatic speed indicator attached to the camera, working on the gyroscopic principle, which enables the operator to tell at a glance whether he is working the instrument at the correct speed. The gate has been carefully designed, being constructed so that there is absolutely no drag or tension on the film when running.

Another very important advantage is the improved view finder. This passes right through the body of the camera and enables the operator to see his picture exactly, even in bright sunshine, whilst he is running the instrument. This is a great advance on the direct vision form of finder, for it is not only more convenient and certain, but it is far handier and no trouble whatsoever to keep the picture in view, if necessary, all the time the exposure is being made.

The film boxes are circular in shape and are made of aluminium. They hold 350 feet of film, and are provided with a cover or lid which cannot, owing to a spring, come off accidentally. The mouth of each box has a velvet-lined light trap, which is at once neat and effective. They are fitted with an interchangeable re-winding arrangement, whereby the movement can be reversed almost immediately, for by merely altering the spring band from one pulley to another, the film is re-wound into the top spool box. This will be found extremely useful for taking "Trick" films.

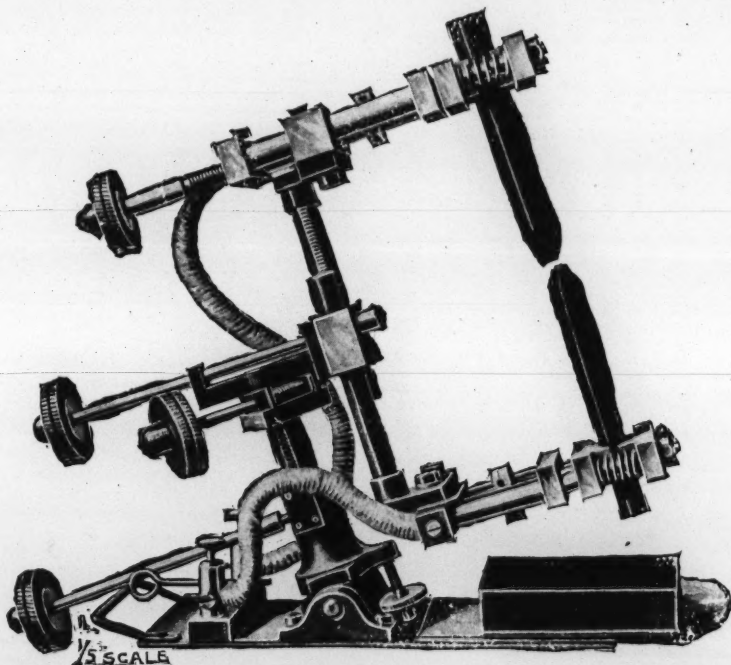
Such are a few of the points in the Model "E" Camera. The want of space will not allow us to go into fuller details, but we can conscientiously say that every part of the instrument is made with the utmost precision, and must, of necessity, give satisfactory results. We shall be pleased to elucidate any point if any of our friends deem it necessary. The price of the camera is £25.

* * *

**The
Cinematographer's
Arc Lamp.**

Have you realized that we have introduced an exceptionally heavy model of Arc Lamp specially suitable to the requirements of cinematographers? If not, you are throwing away an excellent opportunity of good business. Everyone who has seen it speaks highly of it, and we are constantly receiving repeat orders from our friends in all parts of the world. Since the introduction of the No. 4 model, which retails at £5 5s., we have made several constructional improvements which brings the article as near to perfection as it is possible for such an article to be brought.

The positive and negative arms are now made with steel rods, and brass tubes are fitted to the top arm so that it is impossible, when regulating it, to clamp the upright rod which regulates the carbons. Moreover, the rods carrying the arms are triangular in shape, thus making them exceptionally rigid, and an arrangement is fitted so that any wear can be taken up, even after prolonged usage. We are sure that the lamp, as now constructed, only



requires to be seen in order to be appreciated. Of course, it still retains the important movement whereby the carbons can be changed even when the lamp is practically "red hot," which is an important consideration for exhibitors in large halls. The lamp is so massive in appearance and so strongly built, that it has been declared it will last a life-time. Shall we send you one in order that we may prove that our claim is not an extravagant one?

Special Note to the Trade.

Although it may, to the retailer, seem exceptionally early, we have already commenced to design new patterns of lanterns and accessories for the next season's trade. Should any of our readers be desirous of running a lantern with the design reserved to them, and are in a position to place orders for not less than one dozen at a time, we should be pleased if they would communicate with us early.

ARE YOU AWARE

THAT FOR

£15 - 0 - 0

YOU CAN PURCHASE A COMPLETE

CINEMATOGRAPH

FOR PROFESSIONAL USE ?

The MODEL A.

PERFECT PROJECTOR or P.P. INSTRUMENT

Has met with an immense sale since its introduction. It is beautifully made, from the best material procurable, by competent workmen, and works with very little noise, and gives absolutely satisfactory results on the screen. It has proved a revelation in Cinematograph construction, and is appreciated by all who are using it.

PRACTICABLE: MECHANICALLY PERFECT: ROCK-STEADY
PICTURES: NOISELESS: ELEGANT.

THE OUTFIT AT £15 - 0 - 0

INCLUDES

MECHANISM: CINEMATOGRAPH AND LANTERN
OBJECTIVES: BASEBOARD: SLIDING LANTERN
BODY: TWO SPOOLS. - - -

Owing to the immense demand we are compelled to execute orders in strict rotation.

MAY ALSO BE SUPPLIED WITH SLIDING MECHANISM:
SWING ROUND, OR DOUBLE LANTERN BODY: WITH IMPROVED
LANTERN BODY AND WITH LARGE DIAMETER OBJECTIVES.

ALL PARTS INTERCHANGEABLE.

JOHN WRENCH AND SON, 50, GRAY'S INN ROAD, LONDON W.C.

NOTES from all SOURCES

PHOTOGRAPHIC lantern slides date back to the introduction of the collodion process by Scott Archer, invented about the time of the Great Exhibition.

* * *

The Special Lantern issue of "Photography" contained many home truths by "Lux." The writer asks, "How is it that binding strips are made so wide that they overlap the picture?" Echo answers, "Why!" He also live in hopes of seeing an opaque screen which shall not have its two edges curling towards the screen. Moreover, he throws out the suggestion that the inverted mantle ought to be just the thing for the lantern, but he admits that he has never heard of it being used. We thought by this time that every lanternist would have heard of the "Wrench" inverted incandescent gas lamps.

* * *

Some carping critics say that the popularity of the lantern show is on the wane. Be this as it may, it is owing to the large attendance at the lantern lectures of the R.P.S. that has necessitated the enlargement of the meeting room.

* * *

The influx of orders for our Perfect Projectors still continues, and compels us to keep the workshops open from early morn until late at night. The reports we have received from those already in use are most gratifying, and our only regret is that we cannot turn them out faster, in order to keep pace with the demand.

* * *

The municipality of Paris has established a bureau for the purpose of acquiring cinematograph films depicting state ceremonies, gatherings of public and national interest, festivals, manœuvres, etc. In this way the present-day subjects of national interest will be handed down for the use of future generations of students of French life and customs.

We shall still be pleased to send a copy of our Art Catalogue to any member of the trade who has not yet received same.

“STANDARD” HARD LIMES FOR LANTERNS AND CINEMATOGRAPHS.

Produced by a thoroughly up-to-date plant, with a secret device which ensures the **accurate turning and drilling of each lime.** Our Turners are competent men of wide experience.

We are regularly supplied with the hardest and most suitable Lime, and we offer you Limes which possess the following, among other special features:—

EXTREME HARDNESS, combined with a remarkable freedom from flaws.

There must always be defects in limes, and the question for the maker to consider is whether he will reject these defective limes or distribute them among his customers.

WE use them up in our own operating rooms,—a resource not open to other makers.

ACCURATE TURNING AND BORING. Two points of immense importance which most makers appear to consider insignificant.

TINFOIL WRAPPER ROUND EACH LIME, to safeguard them from the action of the air.

SEALED SECURELY ROUND THE RIM to “make assurance doubly sure.”

LABELS IN ATTRACTIVE COLOURS, with blank space, for the dealer's name and address. Useful hints on the side panels.

THESE LIMES GIVE AN INTENSE WHITE LIGHT of GREAT PURITY and SOFTNESS.

LIBERAL TRADE DISCOUNTS.

Be sure to ask for the “STANDARD” Brand

RILEY BROTHERS, Ltd.

55 and 57, Godwin Street, BRADFORD.

“STANDARD” HARD LIMES FOR LANTERNS AND CINEMATOGRAPHS.

Produced by a thoroughly up-to-date plant, with a secret device which ensures the **accurate turning and drilling of each lime.** Our Turners are competent men of wide experience.

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RILEY BROTHERS, Ltd.

55 and 57, Godwin Street, BRADFORD.

Important Announcement for 1907

Having special facilities, with up-to-date workshops on the premises, we are now able to undertake

Camera and Photographic Apparatus REPAIRS

**AT STRICTLY COMPETITIVE PRICES, TOGETHER WITH
PROMPT DELIVERIES**

Satisfaction Guaranteed!!

Only Competent Workmen Employed!!

We feel that the above announcement will be read with interest by many of our customers who handle photographic apparatus, for up to the present, no one seems to have made a feature of this important side of the trade. We to have opened a special department to cope with the work.

Send your repairs to us and they will be carefully attended to.

JOHN WRENCH & SON

50 Gray's Inn Road

LONDON : E. C. 4.

Telephone

Numbers

LONDON 1